

PROGRAMME: Integrated BBA-MBA Programme
Research Methodology
Term –VIII
Individual Project

Assignment:

- Select a research topic and prepare a research proposal.

Instruction:

- Individual Project work is part of your academic requirement for the BBA-MBA Programme and is compulsory.
- Individual projects must be submitted on LMS in PDF format.
- Group size should not be more than 5 members.

Following are the key parameter, which is expected in the research proposal:

- Introduction
- Literature Review (at least 20 research papers)
- Research Gap/Rationale of the study
- Objectives of the study
- The hypothesis of the study (Optional –depending on the topic of research)
- The research design will include the target population, sampling plan- sample size, methods, methodology etc.
- References

Cover Page: Use the format attached in Annexure-I.

Body of Assignment:

- Main Titles- Font Size 18 (Times New Roman)
- Sub-Titles- Font Size 14 (Times New Roman)
- Text: Font Size 12 (Times New Roman), justified
- Line Spacing: 1.5
- Page Number: Bottom Left of each page.
- Undertaking (About the originality of your analysis) to be attached at the end of the report.
- Referencing should be done in APA style.
- Each table and figure should be numbered.
- Each table and figure source should be mentioned.

Annexure-I

BBA programme
Term- VIII
Research Proposal

Submitted to

On
(DD/MM/YY)

Submitted by

Roll No.	Name